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Integrated Holistic Model to Explain Online Purchasing Intention in E-Commerce: A Conceptual Framework

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Abstract :

World Wide Web able to change every aspect of the human being. E-commerce has several benefits with many challenges towards its nature of difficulty in recognizing the identity of the other party and verifying the suitability of the goods. There is dearth of proper theory to explain this complex online purchasing behavior. Conceptual framework development study was conducted specifically to find a method to measure online purchasing intention. The following steps were carried out to solve this problem. Several theoretical research frameworks published between the years 2010 and 2015 were evaluated through a comprehensive thematic literature survey. Factors identified were grouped and used to build the initial model (M_{α}). Technology acceptance models and E-service quality models were critically reviewed to identify a major component in the context of e-commerce in study two. Results from study one and study two were integrated and constructs were regenerated to build the second model beta (M_{β}). The results of the delphi method confirm that the second model beta (M_{β}) with minor modifications was used to generate the third model gamma (M_{γ}). Further, model gamma (M_{γ}) was tested utilizing the nominal group technique with industrial experts, and those results confirm model gamma, without modifications, and this was then called model mu (M_{μ}). The constructs of the model, Personal Attributes, Social Influence, Advantage Expectancy, Effort expectancy, Facilitating Conditions, Vendor Quality, Transaction Safety, E-commerce Services, Web Quality, and Trust had a direct association with online purchasing intention. Further, Vendor Quality, Transaction Safety, E-commerce Services, and Web Quality had an indirect association with online purchasing intention through Trust. Age, Gender and Expertise were the moderators of the relationships between the constructs of the model and online purchasing intention.




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